

? t s7/medium,k/all

Dialog eLink:[open url](#)

7/K/1 (Item 1 from file: 15)

DIALOG(R)File 15: ABI/Inform(R)

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02128790

69152150

Upgrading the Online ad sale

Berman, Helen

Folio : The Magazine for Magazine Management v30n3 pp: 61-64

Mar 1, 2001

ISSN: 0046-4333 **Journal Code:** FOL

Word Count: 2779

Text:

...and audio banners can still average 5 to 6 percent click-through rates, according to NetBreak , a company that creates such banners. But for most online advertisers today, "the click-through...

7/K/2 (Item 1 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

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13902330

Netbreak offers pop-up e-mail

Chantal Rumble

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (B & T) , p 11

November 17, 2000

Journal Code: WBAT **Language:** English **Record Type:** ABSTRACT

Word Count: 92

Netbreak offers pop-up e-mail

...Internet Services is expanding its web-based television advertisements into marketing in electronic mail. Called Netbreak , the new Australian service offers a pop-up advertising system which is also seen in...

...150 Internet sites, such as in Telstra's portal and all the major Fairfax sites. Netbreak offers marketers a pop-up TV-style advertisement delivered directly to the e-mail boxes of individual users. Creative Edge's director, Richard Werkhoven, said in November 2000 that Netbreak offers a system which can control the number of advertisements to appear for a certain...

7/K/3 (Item 2 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

(c) 2007 Dialog. All rights reserved.

12840603

Netbreak beats banners

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AD NEWS) , p 19

September 08, 2000

Journal Code: WADN **Language:** English **Record Type:** ABSTRACT

Word Count: 111

Netbreak beats banners

NetBreak is an Australian on-line advertising agency. In September 2000 this company is known for...

...These advertisements use special technology to create the stunning effects. The back end of a NetBreak advertisement contains a built-in reporting section so the use of the advertisement can be monitored. Andre Ogle from NetBreak believes that this system gives more scope for creative advertising. The advertising agency George Patterson Bates is happy to use NetBreak and believes that its advertisements are very effective.

7/K/4 (Item 3 from file: 20)
DIALOG(R)File 20: Dialog Global Reporter
(c) 2007 Dialog. All rights reserved.

10862109

Site ranking ranks swell

Simon Hayes
ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AUSTRALIAN) , p 38
May 02, 2000
Journal Code: WTAU **Language:** English **Record Type:** ABSTRACT
Word Count: 98

...Yahoo! Australia (17), f2 (15), LookSmart (11), news.com.au (10), Commonwealth Bank (9) and NetBreak .com and abc.net.au both at 8 per cent reach.

7/K/5 (Item 4 from file: 20)
DIALOG(R)File 20: Dialog Global Reporter
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10755164

Ads now in top 10: whether you like it or not

Kirsty Needham
ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (SYDNEY MORNING HERALD) , p 29
April 27, 2000
Journal Code: WSMH **Language:** English **Record Type:** ABSTRACT
Word Count: 105

A broadcaster of television-style Internet advertisements has cracked the top 10 Australian Web sites. Netbreak comes in at number nine on research firm Media Metrix's top 10 sites for March 2000. Netbreak was developed by Sydney firm Creative Edge Internet Services in 1998. Following early scepticism about Netbreak from Australian Web site publishers more comfortable with banner ads, Creative Edge began targeting staff...

...familiar with: a TV-style ad in a box", said founder Andre Ogle. So far, Netbreak has delivered 26 campaigns for marketers and has another 10 in the pipeline.

7/K/6 (Item 5 from file: 20)
DIALOG(R)File 20: Dialog Global Reporter
(c) 2007 Dialog. All rights reserved.

07625461

Cartman Looksmart with Netbreak

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AD NEWS) , p 4
September 24, 1999
Journal Code: WADN **Language:** English **Record Type:** ABSTRACT
Word Count: 89

Cartman Looksmart with Netbreak

...Web site. Banners and buttons are used to support the advertising and the campaign uses NetBreak technology, which was created by Creativedge Internet Services. Special Broadcasting Service wanted to continue its...

7/K/7 (Item 6 from file: 20)
DIALOG(R)File 20: Dialog Global Reporter
(c) 2007 Dialog. All rights reserved.

05448336

Internet futures: the death of the banner ad

Rosemary Herceg
ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AD NEWS) , p 20
May 07, 1999
Journal Code: WADN **Language:** English **Record Type:** ABSTRACT
Word Count: 180

...to develop. He has claimed Creative Edge Internet Services has developed a "killer" application called NetBreak which delivers reach rich media over Web sites with a minimum user annoyance and maximum...

7/K/8 (Item 7 from file: 20)
DIALOG(R)File 20: Dialog Global Reporter
(c) 2007 Dialog. All rights reserved.

04124338

Nifty ads popping up on Big Pond

Jennifer Foresheaw
ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AUSTRALIAN) , p 44
January 26, 1999
Journal Code: WTAU **Language:** English **Record Type:** ABSTRACT
Word Count: 94

...a pop-up style delivery system for the Internet which Telstra has licensed in 1999. Netbreak is the title of the advertising system which it is anticipated could upstage traditional banner...

...1999 Sydney (New South Wales) to Hobart (Tasmania) yacht race advertising campaign on the Internet. Netbreak employs JavaScript so that the advertising material is delivered on a web site

?

? ds

Set	Items	Description
S1	75	WERKHOVEN
S2	5771785	ADVERTIS?
S3	5	S1 AND S2
S4	5	RD (unique items)
S5	16107389	D

?

? t s4/medium,k/all

4/K/1 (Item 1 from file: 647)
 DIALOG(R)File 647: CMP Computer Fulltext
 (c) 2007 CMP Media, LLC. All rights reserved.

00622950 **CMP Accession Number:** TTN19890515S0977
European Carriers Plotting Moves To Prepare For 1992

TOUR AND TRAVEL NEWS , 1989 , n 129 , 28
Publication Date: 890515
Journal Code: TTN **Language:** English
Record Type: Fulltext
Section Heading: SPECIAL REPORT
Word Count: 3950

...1988 results, which were expected to show record profits.
 "Two things contributed," said Joop Van Werkhoven , marketing and passenger sales director/United States, in the Elmsford, N.Y., offices.
 "We achieved...latitude in pricing Olympic tickets to their clients, said Costas Papakonstantinou, marketing resources manager and advertising in New York.
 Olympic is a government-owned carrier; there are no plans to privatize...

...Airport May 1, which entails code sharing with Continental to several key cities, a joint advertising campaign and the launch on April 17 of a Quality Service Institute in Houston.
 With...

...reciprocal use of facilities at selected airports.
 Cooperation will extend to joint sales promotion and advertising , frequent flyer programs, reciprocal presence in reservations systems and information and training programs for agents...

Dialog eLink: [open url](#)

4/K/2 (Item 1 from file: 15)
 DIALOG(R)File 15: ABI/Inform(R)
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01443648 00-94635
Key issues in strategic human resource management: Lessons from the Netherlands

Paauwe, Jaap
 Human Resource Management Journal v6n3 pp: 76-93

1996

ISSN: 0954-5395 **Journal Code:** HRMJ**Word Count:** 8529**Text:**

...the popularity of a recent book on the use of personnel ratios (Baarda, Kouwenhoven and Werkhoven , 1994).

In more tangible terms this implies the development of measurable objectives, the use of...

...marketing department is assessed in terms of increasing or diminishing brand reputation or whether an advertising campaign results in greater turnover or not. Line managers must take into account targets and... organisation-wide acceptance of them.

Reference:

REFERENCES

Baarda, P. R., Kouwenhoven, C. P. M. en Werkhoven , J. A. 1994. Ken- en stuurgetallen voor personeelsmanagement, Kluwer Bedrijfswetenschappen/NVP, Deventer.

Barney, J. B...

4/K/3 (Item 1 from file: 16)

DIALOG(R)File 16: Gale Group PROMT(R)

(c) 2007 The Gale Group. All rights reserved.

07201372 **Supplier Number:** 60014585 (USE FORMAT 7 FOR FULLTEXT)**on the move.**

ADWEEK Western Advertising News , v 50 , n 8 , p 64

Feb 21 , 2000

Language: English **Record Type:** Fulltext**Document Type:** Magazine/Journal ; Trade**Word Count:** 602

...Cat Marketing Communications in Colorado Springs hired Roger Muller as operations manager.

Barnhart/CMI Marketing, Advertising and Public Relations in Denver hired Elizabeth Weaver as public relations account executive, Susan E...

...Abby McMillen as traffic coordinator and Tom Gibbs as programmer.

Praco Ltd. Public Relations and Advertising , Colorado Springs, hired Kendra Keene as an account executive to handle healthcare clients and Keith Donovan as a public relations account executive.

* NEVADA

Innerwest Advertising and Public Relations, Reno, hired Ian Bonar as production artist and Wendy Ocegüera as account...

...KSTS-TV in San Jose appointed Brian Canady general sales manager.

Sonya More joined the advertising staff at J. Stokes & Associates, Walnut Creek, as an account executive to work on public...

...full-service integrated marketing communications agency, promoted Marlaina Nelson to office manager and added Todd Werkhoven as creative services manager.

* SOUTHERN CALIFORNIA

San Diego Advertising Club named Helen Baker executive director responsible for operating the Ad Club office.

San Diego-based advertising and public relations agency Chapman Warwick hired six new employees. Tom Custer was hired as senior account executive. Katy Morrison is public relations account coordinator. Erin

Hergert is a new advertising account coordinator. Danielle Honea was hired as creative group manager. Harry Jenkins is the new...

...Timothy Graham and Amy Anderson as account coordinators in public relations, Brandi Banks as assistant advertising account executive and Angela Nolan as advertising services coordinator.

Shelley Fariello joined Weider Publications as Western consumer advertising director for Muscle & Fitness magazine and the new Muscle & Fitness Hers at the company's headquarters in Woodland Hills.

Paramount Advertiser Services, Hollywood, named Beth O'Connor vice president of research.

Morgan Marketing & Public Relations in...

...officer to president of Tickets.com in Costa Mesa.

Ryan Rieches, principal of Rieches-Baird Advertising, Public Relations and E-Business in Irvine, was elected to the Marketing and Advertising Global Network as vice president of programs.

Equity Marketing, Los Angeles, has undergone a management...

Product Names:

*7311000 (Advertising Agencies)

Industry Names:

ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business)

SIC Codes:

7311 (Advertising agencies)

NAICS Codes:

54181 (Advertising Agencies)

4/K/4 (Item 1 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

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13902330

Netbreak offers pop-up e-mail

Chantal Rumble

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (B & T), p 11

November 17, 2000

Journal Code: WBAT **Language:** English **Record Type:** ABSTRACT

Word Count: 92

Creative Edge Internet Services is expanding its web-based television advertisements into marketing in electronic mail. Called Netbreak, the new Australian service offers a pop-up advertising system which is also seen in more than 150 Internet sites, such as in Telstra...

...portal and all the major Fairfax sites. Netbreak offers marketers a pop-up TV-style advertisement delivered directly to the e-mail boxes of individual users. Creative Edge's director, Richard Werkhoven, said in November 2000 that Netbreak offers a system which can control the number of advertisements to appear for a certain number of times.

4/K/5 (Item 1 from file: 148)

DIALOG(R)File 148: Gale Group Trade & Industry DB

(c)2007 The Gale Group. All rights reserved.

0017839058 **Supplier Number:** 127739186 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Supplies & Equipment Index.

Jewelers Circular Keystone, 176, 1, SS277(64)

Jan, 2005

ISSN: 1070-0242

Language: English

Record Type: Fulltext

Word Count: 68070 Line Count: 05378

...a great source of specific product and company information. The following is a list of advertisers in the SUPPLIES & EQUIPMENT section. For a complete list of all ads shown in the 2005 Jewelers' Directory, see the ADVERTISER INDEX on page 542.

SUPPLIES & EQUIPMENT ADVERTISER INDEX

AEELECTRONICS BONDING INC	316
ALPHA TOOL DIE & JEWELERY	341
ARCH CROWN	315
BELMONT METALS...WA	
Twin City Supply MN	
US Lapidary & Jewelers Supply Inc CA	
Vibrograph USA Corp NY	
Werkhoven Wm & Son Inc OH	
Wilkinsons VA	
Felt Wheels	
46 Jewelry Supply Inc NY	
A & A...NY	
Star Struck Inc CT	
Stuller LA	
Toback Myron Inc NY	
Troy Findings Inc NY	
Werkhoven Wm & Son Inc OH	
World Crafts Co CO	
Zimmer Walter Co CA	
Findings, Boxes	
A...Brook Associates Inc RI	
Timesavers AZ	
TSI Inc WA	
US Lapidary & Jewelers Supply Inc CA	
Werkhoven Wm & Son Inc OH	
Metal, Brass, Tube	
Cardona Industries USA Ltd NY	
Golden Hour Clock...City Supply MN	
United Precious Metal Refining Inc NY	
US Lapidary & Jewelers Supply Inc CA	
Werkhoven Wm & Son Inc OH	
Wilkinsons VA	
Solders, Platinum	
A & M Jewel Tools & Supplies Co NY...	

Event Codes/Names:

242 Advertising

?

? logon

*** It is now 2007/08/23 13:03:52 ***
 (Dialog time 2007/08/23 12:03:52)

? b eecomp,electron,compsci

```
>>>          108 is unauthorized
>>>1 of the specified files is not available
      23aug07 12:04:04 User264816 Session C12.1
      $0.00    0.245 DialUnits File415
      $0.00 Estimated cost File415
      $0.05 INTERNET
      $0.05 Estimated cost this search
      $0.05 Estimated total session cost    0.245 DialUnits
```

SYSTEM:OS - DIALOG OneSearch

```
File 2:INSPEC 1898-2007/Aug W2
      (c) 2007 Institution of Electrical Engineers
File 6:NTIS 1964-2007/Aug W3
      (c) 2007 NTIS, Intl Cpyrght All Rights Res
File 8:Ei Compendex(R) 1884-2007/Aug W2
      (c) 2007 Elsevier Eng. Info. Inc.
File 25:Weldasearch 1966-2007/May
      (c) 2007 TWI Ltd
File 34:SciSearch(R) Cited Ref Sci 1990-2007/Aug W4
      (c) 2007 The Thomson Corp
File 36:MetalBase 1965-20070821
      (c) 2007 The Thomson Corporation
File 46:Corrosion Abstracts 1966-2007/Jul
      (c) 2007 CSA.
File 56:Computer and Information Systems Abstracts 1966-2007/Aug
      (c) 2007 CSA.
File 57:Electronics & Communications Abstracts 1966-2007/Jul
      (c) 2007 CSA.
File 65:Inside Conferences 1993-2007/Aug 23
      (c) 2007 BLDSC all rts. reserv.
File 92:IHS Intl.Stds.& Specs. 1999/Nov
      (c) 1999 Information Handling Services
File 95:TEME-Technology & Management 1989-2007/Aug W3
      (c) 2007 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2007/Jul
      (c) 2007 The HW Wilson Co.
File 103:Energy SciTec 1974-2007/Jul B2
      (c) 2007 Contains copyrighted material
*File 103: For access restrictions see Help Restrict.
File 104:AeroBase 1999-2007/Jul
      (c) 2007 Contains copyrighted material
File 144:Pascal 1973-2007/Aug W1
      (c) 2007 INIST/CNRS
File 239:Mathsci 1940-2007/Oct
      (c) 2007 American Mathematical Society
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
      (c) 2006 The Thomson Corp
File 647:CMP Computer Fulltext 1988-2007/Sep W3
      (c) 2007 CMP Media, LLC
File 9:Business & Industry(R) Jul/1994-2007/Aug 17
```


(c) 2007 The Gale Group
 File 15:ABI/Inform(R) 1971-2007/Aug 23
 (c) 2007 ProQuest Info&Learning
 File 16:Gale Group PROMT(R) 1990-2007/Aug 21
 (c) 2007 The Gale Group
 File 18:Gale Group F&S Index(R) 1988-2007/Aug 17
 (c) 2007 The Gale Group
 File 20:Dialog Global Reporter 1997-2007/Aug 23
 (c) 2007 Dialog
 File 80:TGG Aerospace/Def.Mkts(R) 1982-2007/Aug 16
 (c) 2007 The Gale Group
 File 148:Gale Group Trade & Industry DB 1976-2007/Aug 20
 (c)2007 The Gale Group
 *File 148: The CURRENT feature is not working in File 148.
 See HELP NEWS148.
 File 160:Gale Group PROMT(R) 1972-1989
 (c) 1999 The Gale Group
 File 256:TecInfoSource 82-2007/Dec
 (c) 2007 Info.Sources Inc
 File 275:Gale Group Computer DB(TM) 1983-2007/Jul 24
 (c) 2007 The Gale Group
 File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
 (c) 2002 The Gale Group
 *File 583: This file is no longer updating as of 12-13-2002.
 File 621:Gale Group New Prod.Annou.(R) 1985-2007/Aug 20
 (c) 2007 The Gale Group
 File 624:McGraw-Hill Publications 1985-2007/Aug 22
 (c) 2007 McGraw-Hill Co. Inc
 *File 624: Homeland Security & Defense and 9 Platt energy journals added
 Please see HELP NEWS624 for more.
 File 635:Business Dateline(R) 1985-2007/Aug 22
 (c) 2007 ProQuest Info&Learning
 File 636:Gale Group Newsletter DB(TM) 1987-2007/Aug 22
 (c) 2007 The Gale Group
 File 674:Computer News Fulltext 1989-2006/Sep W1
 (c) 2006 IDG Communications
 *File 674: File 674 is closed (no longer updates).
 File 696:DIALOG Telecom. Newsletters 1995-2007/Aug 23
 (c) 2007 Dialog
 File 35:Dissertation Abs Online 1861-2007/Jul
 (c) 2007 ProQuest Info&Learning
 File 60:ANTE: Abstracts in New Tech & Engineer 1966-2007/Jul
 (c) 2007 CSA.

Set	Items	Description
---	-----	-----

? s creative (w) edge

	1544246	CREATIVE
	3123284	EDGE
S1	1918	CREATIVE (W) EDGE

? s creative (w) edge (w) internet

Processing

Processing

Processing

Processed 20 of 38 files ...

Completed processing all files

	1544246	CREATIVE
	3123284	EDGE
	8839491	INTERNET
S2	5	CREATIVE (W) EDGE (W) INTERNET

? rd

S3	5	RD (unique items)
----	---	-------------------

? ds

Set	Items	Description
S1	1918	CREATIVE (W) EDGE
S2	5	CREATIVE (W) EDGE (W) INTERNET
S3	5	RD (unique items)

? t s3/medium,k/all

3/K/1 (Item 1 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

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13902330

Netbreak offers pop-up e-mail

Chantal Rumble

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (B & T) , p 11

November 17, 2000

Journal Code: WBAT **Language:** English **Record Type:** ABSTRACT**Word Count:** 92

Creative Edge Internet Services is expanding its web-based television advertisements into marketing in electronic mail. Called Netbreak...

3/K/2 (Item 2 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

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10755164

Ads now in top 10: whether you like it or not

Kirsty Needham

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (SYDNEY MORNING HERALD) , p 29

April 27, 2000

Journal Code: WSMH **Language:** English **Record Type:** ABSTRACT

Word Count: 105

...Media Metrix's top 10 sites for March 2000. Netbreak was developed by Sydney firm Creative Edge Internet Services in 1998. Following early scepticism about Netbreak from Australian Web site publishers more comfortable...

3/K/3 (Item 3 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

(c) 2007 Dialog. All rights reserved.

05448336

Internet futures: the death of the banner ad

Rosemary Herceg

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AD NEWS) , p 20

May 07, 1999

Journal Code: WADN **Language:** English **Record Type:** ABSTRACT

Word Count: 180

...development environment is required to give small companies a chance to develop. He has claimed Creative Edge Internet Services has developed a "killer" application called NetBreak which delivers reach rich media over Web...

3/K/4 (Item 4 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

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04860506

ISP's Anzwers seeking questions

Jennifer Foresheaw

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AUSTRALIAN) , p 41

April 06, 1999

Journal Code: WTAU **Language:** English **Record Type:** ABSTRACT

Word Count: 102

...Service Provider will move to license the new technology. The system has been developed by Creative Edge Internet Services, a New South Wales-based company. Ozemail intends to use the advertising delivery system ...

3/K/5 (Item 5 from file: 20)

DIALOG(R)File 20: Dialog Global Reporter

(c) 2007 Dialog. All rights reserved.

04124338

Nifty ads popping up on Big Pond

Jennifer Foresheew

ABIX - AUSTRALASIAN BUSINESS INTELLIGENCE (AUSTRALIAN) , p 44

January 26, 1999

Journal Code: WTAU **Language:** English **Record Type:** ABSTRACT

Word Count: 94

Creative Edge Internet Services has developed a pop-up style delivery system for the Internet which Telstra has...

?

7/9/1

Dialog eLink: USPTO Full Text Retrieval Options

7/9/1 (Item 1 from file: 15)

DIALOG(R)File 15: ABI/Inform(R)

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02128790

69152150

Upgrading the Online ad sale

Berman, Helen

Folio : The Magazine for Magazine Management v30n3 pp: 61-64

Mar 1, 2001

CODEN: FMMMDZ**ISSN:** 0046-4333 **Journal Code:** FOL**Document Type:** Periodical; Feature **Language:** English **Record Type:** Fulltext **Length:** 4 Pages**Special Feature:** Photograph**Word Count:** 2779**Abstract:**

Publishers who do not push their sales people to upgrade online sales skills risk losing a big piece of the ad dollar pie. The same sales strategy that works in print sales works online: It is all about linking an advertiser's specific needs and objectives to a publisher's specific feature. Today, online marketing tools can fit any number of goals. Each banner size carries a different benefit: 1. For introducing a new brand or product, standard-size, horizontal banners help promote awareness or positioning or a featured benefit. 2. Billboard banners, which do not click through to anything, provide constant brand exposure to established advertisers. 3. Microbuttons provide one-word brand reinforcement. 4. Large, vertical skyscraper banners enable highly detailed information about new products or offers.

Text:

THE BIGGEST ADVERTISERS ON THE NET HAVE MOVED WAY BEYOND BANNER ADS. TO WOW CLIENTS TODAY, SALES REPS MUST MATCH MYRIAD ONLINE TOOLS WITH SPECIFIC MARKETING NEEDS. BY HELEN BERMAN

Last year Jeff Kimmel spent a big chunk of his time trying to figure out exactly what it was he was selling. "I'd go to L.A. or San Francisco and our IT guys would bore me with technology scenarios," says the vice president of sales for Playboy.com. "A lot of the terminology and jargon and the models that were being built out there were foreign to me." Back on the East, coast Kimmel was leaving sales meetings even more confused. "I wouldn't be really sure what I accomplished or who I was selling who," he says. Everyone was looking for partnerships, so the end result was often a list of deals and exchanges, he says, but no sales.

Fast forward a year and Kimmel says he's much more in control of the online ad sales pitch. "Now I discuss sales and marketing and creativity and packaging." He matches marketing tools with client needs and wraps the technology around sales objectives.

But the majority of the media industry is a long way off from mastering the dynamics of the online medium. On both the sales and client side, confusion still reigns. "There's definitely a glut of information out there now on what your [sales] products can encompass," says John Flowers, an online business development manager at Watt Publishing. After all, says Flowers, "if I sit in front of you with six different advertising opportunities, it's difficult to focus on one or two that are right for your company."

Until sales staffs can sort it all out, few clients will be banging down the door to get a piece of a company's online ad offerings. But publishers who don't push their sales people to upgrade online sales skills risk losing a big piece of the ad dollar pie. According to a poll of 59 marketers by Forrester Research, each company surveyed plans to double its online ad spending to \$1 million by 2003, which amounts to a projected \$62 billion spent on Web marketing in 2005.

Where to start First, understand that if technology can create it, publishers can sell it. Moreover, the same sales strategy that works in print sales works online: It's all about linking an advertiser's specific needs and objectives to a publisher's specific feature.

"Clearly, there are differences between the online and offline tools that advertisers use, says Karen Breen Vogel, senior vice president, strategies, for business-to-business network B2BWorks. "But the objectives are the same: Are you trying to introduce a brand, drive leads for a particular product or service, or get registration for an event? We want to match that objective to the best tool online."

To put together the right presentation for each online prospect, consider the following:

The Marketing Goal Early in the Internet's history-meaning just two or three years ago-"the Internet was thought to be a great direct response medium," says Kristine Shine, vice president of online advertising for Business Week Online. That was particularly true at the onset of Web advertising, when click-through rates for banners hovered around 8 percent.

Now click-through rates have dropped through the floor, averaging between 0.03 and 0.06 percent for banners on consumer sites, and perhaps twice that for banners on targeted b-to-b sites, according to various sources. Granted, attention-getting streaming and audio banners can still average 5 to 6 percent click-through rates, according to NetBreak, a company that creates such banners. But for most online advertisers today, "the click-through metric is dead," says Charles Buchwalter, vice president of media research for AdRelevance, a Jupiter Media Metrix company, which advertisers can use for branding, lead generation and customer retention, as well as direct response.

"When I started in this business, all that advertisers wanted was eyeballs on the page," says Jennifer Easton, former marketing manager for OneMediaPlace, an online service for ad buying and selling. "People have gotten a lot more savvy about the system and the ad model."

Today, online marketing tools can fit any number of goals. Each banner size carries a different benefit: For introducing a new brand or product, standard size, horizontal banners "help promote awareness or positioning or a featured benefit," says Buchwalter. Billboard banners, which don't click through to anything, provide constant brand exposure to established advertisers. Microbuttons provide one-word brand reinforcement or announce affiliation with a Web site. Large, vertical skyscraper banners enable highly detailed information about new products or offers. (See chart, page 64.)

With dozens of other tools available online, "we're only beginning to realize the role that online marketing plays in the whole advertising mix," says Buchwalter.

Audience Size The size of an advertiser's customer base not only determines where to place an ad, but what kind of ad to place. It's the same rule in print: The broader the audience, the more likely that advertisers will want straight image branding. The more targeted the audience, the more likely it is that they'll want interaction and response.

Banners are the equivalent of image ads. They're an eyeball medium-a "quick visual fix," says Easton-and they're generally sold to advertisers who want to introduce a product or spread a wide net. "If we have a new client

that's testing the Internet, it's likely that we'll start with a banner campaign for branding, making sure they're reaching as much of our audience as possible," says Adelaide Juguilon, CMP Media Inc.'s online manager for custom media solutions.

Sponsorships, on the other hand, support advertisers who want to make a deeper impression on a more targeted audience. By using text links to microsites, skyscraper banners, or scattered buttons that reinforce the brand name, advertisers can "own" a special section, department or newsletter.

A special upcoming edition of Business Week Online will offer sponsorships for sections on technology, finance and hot companies. The sections, says Shine, "will be completely dynamic and interactive. You can wrap your advertising around [targeted] editorial, and then we'll ask what else you're looking for, whether it's sweepstakes or [other creative]."

Certain other online tools are starting to capture audiences at the narrowest end of the spectrum. Last month, for instance, CDW (Computer Discount Warehouse) tested "procure panels" interactive banners on 400 sites on the B2BWorks network. Visitors can click tabs within these "panels" to request catalogs, receive a call or download the CDW tab onto their desktops. Cookie technology then tracks customer behavior to customize the panel. Customers who place an order, for instance, will subsequently receive procure panel options for order tracking.

Audience size, of course, also determines price. Just as in print, the more targeted the online audience, the higher the CPM. BusinessWeek Online, for instance, charges a flat \$80 CPM for monthly sponsorships of its sections, such as "Small Business." CMP Media, on the other hand, charges between \$40 and \$110 CPM, depending on the section and type of ad. Plain banners running throughout the site, in other words, cost about half as much per thousand as, say, a skyscraper banner in a targeted section on electronics.

The Advertised Product Ever see an automotive ad on the Web without a picture of a car? Certain advertisers--auto, motion picture, fashion--require visuals to sell, and visuals require certain online marketing tools. That's why automotive advertisers are the heaviest users of full-size banner ads, according to a study by AdRelevance.

Retail advertisers--who sell more by brand than by visual--are the heaviest users of microbuttons, which deliver a third of retail ad impressions. Software companies make the most conspicuous use of half-banners; entertainment ads are the biggest users of animation; and consumer goods are fairly evenly spread among all sizes of banners and buttons. The more sophisticated the product and, by extension, the audience--the more sophisticated the choice of online advertising. A computer-game marketer, for example, is more likely to want popups, interstitials, or other "rich media" to show off a product to a younger, techsavvy audience. (See "Rich Media," this page.) But a typical business-to-business manufacturer of steel shelving is likely to pick information over imagery when it comes to online marketing.

AdRelevance points out that business-to-business advertisers are the heaviest users of "form" ads, which include text boxes and drop-down menus instead of images. They're also among the lightest users of rich media. In fact, at B2BWorks, which features 500 sites in 60 vertical business categories, only one advertiser, Nextel, has so far used streaming media to get its message across.

"If your audience can't get a deeper informational experience from video and audio," says Vogel, "it isn't worth it for b-to-b advertisers to go down that path." Context

Just as in print, the location of an online ad often determines the type of ad to put there. "A home page is like an inside front cover," says Terry

Killgore, vice president of the construction media group, Randall Publishing. "It's seen by everyone who comes into the site." For that reason, image banners are also likely to appear on portals or general content sites. "We are a natural medium for branding," says Shine of Business Week Online. "We're not [a shopping site like] Amazon.com. This is where people get information and analysis about what is happening in the business world."

By the same token, the more targeted the Web content, the more targeted the marketing tool. It's not surprising, for instance, to see food ingredients producer Ajinomoto USA—a company unheard of by most consumers—run a 11 sponsored by" text link on the home page of MeatNews.com. Or a button for Saskatchewan Tourism on a fishing column within Fieldandstream.com. "Sponsorships are like partnerships," says Easton. "They lend credibility between the brand and the site."

That credibility is also why b-to-b sites are filled with online directories, e-mail sponsorships, supplier showcases and even virtual trade shows. "It's about contextual relevance," says Vogel. In other words, advertisers can capture visitors while they're in information-seeking mode. In Penton.com's virtual Leisure and Hospitality Hall, nearly 400 "exhibitors" offer links to microsites via images of brochures and computer screens. To reach about 100,000 targeted readers, ad rates range from \$8,900 annually, which includes a virtual "literature showcase," to \$14,900, which includes video, audio and Web conferencing. "When advertising appears in information that means something to you, you're more likely to be receptive to it," Vogel says.

Overcoming Online Anxiety More than 25,000 advertisers tried the Web last year. Impressive? Not if you consider that only 80 to 90 of those advertisers were conducting more than half the Web business, according to AdRelevance.

"There are only a small handful of companies that are pushing the envelope with online ad space," says Buchwalter. "They're the ones putting strategies in place, analyzing the results, correcting and trying new things. The lion's share of advertisers say, 'This looks good; we should do it, too,' and they might do one ad on a smattering of sites. It's not a comprehensive strategy."

According to Easton, dot-corns lead the pack in advertising savvy, while b-to-b advertisers "are still tough nuts to crack." Even so, advertisers everywhere have Internet anxiety. Even Business Week with its raft of sophisticated financial, technological and consumer advertisers-- still has fewer than half its print advertisers on its Web site. "People are still trying to understand the best use for the medium," says Shine. "This isn't like cable or broadcast or print, which have years of advertising research behind them."

New online advertisers prefer banner campaigns (the ad choice of 80 percent of advertisers, according to AdRelevance). "Banners say, 'This is who we are, and these are our products,' Juguilon says.

The caveat: Wary advertisers often feel the need to tinker once the ad is up. "For a branding experience, a consumer needs to see something three or four times," says Vogel. "If you pull an ad after one or two times, you've accomplished nothing."

More experienced advertisers look for "the next level of interaction," as Juguilon puts it. Whether it's sponsoring a contest, testing a larger or smaller banner size, or sticking a pop-up ad into a free software download, the goal is to find a way to stand out or generate response.

"A lot of companies are now looking to be positioned as the thought leader," she notes. "On Web sites that get millions of page views, you don't want to be running banners alongside everyone else."

That may be why the biggest online users-those 80 to 90 companies at the top of the Web-advertising heap-are now just looking to be wowed. "What sophisticated advertisers want," says Brian Cavoli, director of innovation at Carat Interactive, an online media-planning agency, are "clever" Web offers, such as integrated cross-media packages or sponsorships. One of his best Web placements, he says, cross branded Radio Shack with ESPN, using TV, radio and print to drive Web traffic. "When we can integrate like that," he says, "I get very excited."

In the end, it's clear that both Web publishers and marketers still have a long way to go before exploiting the gamut of online marketing tools. Consider that while 80 percent of Internet advertisers have used standard banners, just 16 percent of advertisers have used microbuttons, which on average deliver nearly as many impressions as banners.

"The question is, are advertisers taking advantage of the newest offerings?" the AdRelevance study asks. Answer: It's up to salespeople-the ones at the front lines of technology-to see they do.

"A LOT OF COMPANIES ARE NOW LOOKING TO BE POSITIONED AS THE THOUGHT LEADER. SO WHEN THEY DO AN AD CAMPAIGN, THEY HAVE TO FIND A WAY TO PUT THAT TOGETHER THAT WILL SET THEM APART FROM COMPETITORS. ON WEB SITES THAT GET MILLIONS OF PAGE VIEWS, YOU DON'T WANT TO BE RUNNING BANNERS ALONGSIDE EVERYONE ELSE."

RICH MEDIA: INTRUSION OR INNOVATION?

Combine technology with marketing creativity and you've

got "rich media" advertising, the catch-all name for online ads that talk, move, pop up between page views, or pop down a computer screen at 30second intervals.

Defined as any media more complex than a standard GIF image or animation, rich media essentially pushes the Web-advertising envelope. Provided you've got a high-speed Internet connection, rich media can let you download a cursor in the form of the Energizer Bunny, or view an American Airlines ad that looks and sounds like

a 10-second TV commercial, or click on a model's eyebrow to learn about an eyebrow pencil, or import an advertiser's logo and link onto your desktop.

So far, though, rich media has proven a little too rich for the appetites of many publishers and advertisers. Many Web sites and computers still don't have the technology or connectivity to support such rich-media technology as Java. Also, rich media isn't standardized. Every publisher shares the same technological specs for four-color ads, but not every Web site shares the same specs for interstitials and pop-ups.

"Each Web site has its

own way of doing rich media," says Charles Buchwalter, vice president of media research for AdRelevance, a Jupiter Media Metrix company. "If you're an ad agency, that's a pain. You throw up your arms and say, 'It's too hard.' "

Meanwhile, most online advertisers have proven reluctant to venture past the usual ad choices-- given that banners currently consume about 80 percent of online ad revenue, according to AdRelevance. It's not just that rich media is seen as a technological pain (not to mention expensive). It's also seen as a customer pain. One person's atten

tion-Better-an ad that drops down over content, or crops up during a download-is another person's break-and-entry.

"I was at an Internet society meeting the other night where people were

saying, 'I'll fill the pop-up window,' he says Jennifer Easton, former marketing manager, OneMediaPlace. "It's intrusive. That's the big thing now: What's the tolerance level for intrusion? Technology allows certain things, but we're all still human."

So what's the rich-- media future? Buchwalter insists rich creative will keep building, and so will advertiser interest. That, he says, is because plain

banner ads are too limiting for traditional, brandbuilding advertisers, such as consumer goods. "These companies know how to brand in the offline world, in print and on TV," he says. "They're still standing on the sidelines, saying, 'Can you do branding on the Web?' With rich media, he says, "advertisers can add interactivity, dynamism and emotion into online ads-something many people feel has been sorely missing. If traditional advertisers see Internet ads that look more like true video ads, they're going to increasingly experiment on the Web."-H.B.

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